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1. (Amended) A system in which local advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising:

means for distributing local advertisements to the user television equipment as part of a data stream, wherein the local advertisements are specific to a subset of interactive television program guide users;

means for using the interactive television program guide to process the data stream to extract the local advertisements;

means for using the interactive television program guide to display the local advertisements; and

means for providing a user with an opportunity to use the interactive television program guide to select the local advertisements.

7. (Amended) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream comprising global advertisements to a television distribution facility;

means for inserting the local advertisements into the global data stream at the television distribution facility; and

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means for transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

8. (Amended) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream comprising global advertisements to a television distribution facility;

means for inserting the local advertisements into the global data stream by overwriting the global advertisements at the television distribution facility; and

means for transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

9. (Amended) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream comprising bandwidth reserved for local advertisements to a television distribution facility;

means for inserting the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility; and

means for transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

10. (Amended) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream comprising slots reserved for local advertisements to a television distribution facility;

means for inserting the local advertisements into the global data stream in the reserved slots at the television distribution facility; and

means for transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

11. (Amended) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

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means for transmitting a global data stream comprising global advertisements and having bandwidth reserved for local advertisements to a television distribution facility;

means for inserting the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility; and

means for transmitting the local advertisements and the global advertisements from the television distribution facility to the user television equipment as part of the global data stream.

12. (Amended) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream comprising global advertisements to a television distribution facility;

means for transmitting the global data stream from the television distribution facility to the user television equipment; and

means for transmitting the local advertisements from the television distribution facility to the user television equipment as a separate data stream from the global data stream.

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16. (Amended) The system defined in claim 1 wherein the means for using the interactive television program guide to display the local' advertisements further comprises:

means for displaying a global advertisement that may be selected by a user with the interactive television program guide; and

means for displaying a corresponding local advertisement with content related to the content of the global advertisement whenever the user selects the global advertisement.

17. (Amended) The system defined in claim 1 wherein the means for using the interactive television program guide to display the local advertisements further comprises:

means for displaying a global advertisement that may be selected by a user with the interactive television program guide; and

means for displaying a corresponding full-screen local advertisement whenever the user selects the global advertisement.

18. (Amended) The system defined in claim 1 wherein the means for using the interactive television

A³ contd.

program guide to display the local advertisements further comprises:

means for displaying global advertisements with the interactive television program guide; and means for cycling the display of the global advertisements and the local advertisements.

19. (Amended) The system defined in claim 1 wherein the means for using the interactive television program guide to display the local advertisements further comprises:

means for displaying global banner advertisements with the interactive television program guide; and

means for cycling the display of the global banner advertisements and the local advertisements.

23. (Amended) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

A⁴ contd.

means for transmitting global advertisements and program guide information to a television distribution facility;

means for providing local advertisements at the television distribution facility;

means for transmitting the program guide information, the global advertisements, and the local advertisements from the television distribution facility to the user television equipment;

means for displaying the global advertisements with the interactive television program guide; and

means for displaying a program listings region comprising the program guide information with the interactive television program guide.

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24. (Amended) A method for using a system in which local advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising the steps of:

distributing the local advertisements to the user television equipment as part of a data stream, wherein said local advertisements are specific to a subset of interactive television program guide users;

using the interactive television program guide to process the data stream to extract the local advertisements;

using the interactive television program guide to display the local advertisements; and

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cancel*

providing a user with an opportunity to use the interactive television program guide to select the local advertisements.

30. (Amended) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting a global data stream comprising global advertisements to a television distribution facility;

inserting the local advertisements into the global data stream at the television distribution facility;
and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

31. (Amended) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting a global data stream comprising global advertisements to a television distribution facility;

inserting the local advertisements into the global data stream at the television distribution facility by overwriting the global advertisements; and

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cont'd

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

32. (Amended) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting a global data stream comprising bandwidth reserved for local advertisements to a television distribution facility;

inserting the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility; and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

33. (Amended) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting a global data stream comprising slots reserved for local advertisements to a television distribution facility;

inserting the local advertisements into the global data stream in the reserved slots at the television distribution facility; and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

34. (Amended) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting a global data stream comprising global advertisements and having bandwidth reserved for local advertisements to a television distribution facility;

inserting the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility; and

transmitting the local advertisements and the global advertisements from the television distribution facility to the user television equipment as part of the global data stream.

35. (Amended) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises:

step of transmitting a global data stream comprising global advertisements to a television distribution facility;

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*AS
contd.*

step of transmitting the global data stream from the television distribution facility to the user television equipment; and

step of transmitting the local advertisements from the television distribution facility to the user television equipment as a separate data stream from the global data stream.

39. (Amended) The method defined in claim 24 wherein the step of using the interactive television program guide to display the local advertisements further comprises the steps of:

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contd*

displaying a global advertisement that may be selected by a user with the interactive television program guide; and

displaying a corresponding local advertisement with content related to the content of the global advertisement whenever the user selects the global advertisement.

40. (Amended) The method defined in claim 24 wherein the step of using the interactive television program guide to display the local advertisements further comprises the steps of:

displaying a global advertisement that may be selected by a user with the interactive television program guide; and

displaying a corresponding full-screen local advertisement whenever the user selects the global advertisement.

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41. (Amended) The method defined in claim 24 wherein the step of using the interactive television program guide to display the local advertisements further comprises the steps of:

displaying global advertisements with the interactive television program guide; and
cycling the display of the global advertisements and the local advertisements.

42. (Amended) The method defined in claim 24 wherein the step of using the interactive television program guide to display the local advertisements further comprises the steps of:

displaying global banner advertisements with the interactive television program guide; and
cycling the display of the global banner advertisements and the local advertisements.

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46. (Amended) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting global advertisements and program guide information to a television distribution facility;

providing local advertisements at the television distribution facility;

transmitting the program guide information, the global advertisements, and the local advertisements from the television distribution facility to the user television equipment; displaying the global advertisements with the interactive television program guide; and

displaying a program listings region comprising the program guide information with the interactive television program guide.

47. (Amended) A system in which advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising:

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means for distributing the advertisements to the user television equipment, wherein the advertisements include associated content tags that define the content of the advertisements;

A¹ cancel.

means for using the interactive television program guide to process the content tags; and

means for using the interactive television program guide to display only some of the advertisements on the user television equipment based on the processed content tags.

A⁸ cancel.

49. (Amended) The system defined in claim 47 further comprising means for displaying only those advertisements with desired content tags.

55. (Amended) A method for using a system in which advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising the steps of:

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distributing the advertisements to the user television equipment, wherein the advertisements include associated content tags that define the content of the advertisements;

using the interactive television program guide to process the content tags; and

using the interactive television program guide to display only some of the advertisements on the user television equipment based on the processed content tags.

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57. (Amended) The method defined in claim 55 further comprising the step of displaying only those advertisements with desired content tags.

63. (Amended) A system in which a television distribution facility is used to distribute advertisements to user television equipment on which an interactive television program guide is implemented, comprising:

means for distributing the advertisements to the television distribution facility;

means for time-shifting at least some of the advertisements with the television distribution facility;

means for using the interactive television program guide to display the time-shifted advertisements; and

means for using the interactive television program guide to provide interactive services to a user, wherein the interactive television program guide allows the user to select the time-shifted advertisements.

64. (Amended) A method for using a system in which a television distribution facility is used to distribute advertisements to user television equipment on which an interactive television program guide is implemented, comprising the steps of:

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distributing the advertisements to the television distribution facility;

time-shifting at least some of the advertisements with the television distribution facility;

using the interactive television program guide to display the time-shifted advertisements; and

using the interactive television program guide to provide interactive services to a user, wherein the interactive television program guide allows the user to select the time-shifted advertisements.

Please add new claims 75-132 as follows:

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75. (New) A system in which local advertisements are displayed on user television equipment, the system comprising:

a television distribution facility that distributes local advertisements to the user television equipment as part of a data stream, wherein the local advertisements are specific to a subset of interactive television program guide users;

an interactive television program guide that is implemented on the user television equipment, wherein the interactive television program guide process the data stream to extract the local advertisements, and wherein interactive television program guide displays the local advertisements; and

a control interface that provides a user with an opportunity to interact with the interactive television program guide to select the local advertisements.

76. (New) The system defined in claim 75 further comprising a main facility that transmits the local advertisements to the television distribution facility as part of a global data stream.

77. (New) The system defined in claim 75 further comprising a main facility that transmits the local advertisements to the television distribution facility as part of a global data stream that comprises global advertisements.

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78. (New) The system defined in claim 76, wherein the television distribution facility:

inserts the local advertisements into the global data stream; and

transmits the local advertisements to the user television equipment as part of the global data stream.

79. (New) The system defined in claim 77, wherein the television distribution facility:

inserts the local advertisements into the global data stream; and

transmits the local advertisements to the user television equipment as part of the global data stream.

80. (New) The system defined in claim 77, wherein the television distribution facility:

inserts the local advertisements into the global data stream by overwriting the global advertisements; and

transmits the local advertisements to the user television equipment as part of the global data stream.

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cont'd

81. (New) The system defined in claim 75 further comprising:

a main facility that transmits a global data stream comprising bandwidth reserved for local advertisements to the television distribution facility; and

wherein the television distribution facility inserts the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility, and transmits the local advertisements to the user television equipment as part of the global data stream.

82. (New) The system defined in claim 75 further comprising:

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a main facility that transmits a global data stream comprising slots reserved for local advertisements to the television distribution facility; and

wherein the television distribution facility equipment inserts the local advertisements into the global data stream in the reserved slots, and transmits the local advertisements to the user television equipment as part of the global data stream.

83. (New) The system defined in claim 75 further comprising:

a main facility that transmits a global data stream comprising global advertisements and having bandwidth reserved for local advertisements to the television distribution facility; and

wherein the television distribution facility inserts the local advertisements into the global data stream in the reserved bandwidth, and transmits the local advertisements and the global advertisements to the user television equipment as part of the global data stream.

84. (New) The system defined in claim 75 further comprising:

a main facility that transmits a global data stream comprising global advertisements to the television distribution facility; and

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wherein the television distribution facility transmits the global data stream to the user television equipment, and transmits the local advertisements to the user television equipment as a separate data stream from the global data stream.

85. (New) The system defined in claim 75 further comprising:

a main facility that transmits global advertisements to the television distribution facility;

a local advertisement source provides the local advertisements to the television distribution facility; and

wherein the television distribution facility transmits the global advertisements and the local advertisements to the user television equipment.

86. (New) The system defined in claim 75 further comprising:

a main facility that transmits global advertisements and program guide information to the television distribution facility;

a local advertisement source provides the local advertisements to the television distribution facility; and

wherein the television distribution facility transmits the program guide information, the global advertisements, and the local advertisements to the user television equipment.

87. (New) The system defined in claim 75, wherein the interactive television program guide:

displays a global advertisement that may be selected by a user with the control interface; and

displays a corresponding local advertisement with content related to the content of the global advertisement whenever the user selects the global advertisement.

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88. (New) The system defined in claim 75, wherein the interactive television program guide:

displays a global advertisement that may be selected by a user with the control interface; and

displays a corresponding full-screen local advertisement whenever the user selects the global advertisement.

89. (New) The system defined in claim 75, wherein the interactive television program guide:

displays global advertisements; and

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cont'd*

cycles the display of the global advertisements and the local advertisements.

90. (New) The system defined in claim 75, wherein the interactive television program guide:

displays global banner advertisements with the interactive television program guide; and cycles the display of the global banner advertisements and the local advertisements.

91. (New) The system defined in claim 75, wherein the interactive television program guide displays global advertisements.

92. (New) The system defined in claim 75, wherein the interactive television program guide displays a program listings region on the user television equipment.

93. (New) The system defined in claim 75, wherein the interactive television program guide:

displays global advertisements with the interactive television program guide; and displays a program listings region.

94. (New) The system defined in claim 75 further comprising:

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a main facility that transmits global advertisements and program guide information to the television distribution facility;

a local advertisement source provides local advertisements to the television distribution facility;

wherein the television distribution facility transmits the program guide information, the global advertisements, and the local advertisements to the user television equipment;

wherein the interactive television program guide displays the global advertisements, and a program listings region comprising the program guide information.

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95. (New) A machine readable medium encoded with machine-readable instructions for use in a system in which local advertisements are distributed to user television equipment on which an interactive television program guide is implemented, the machine-readable instructions comprising:

distributing the local advertisements to the user television equipment as part of a data stream, wherein said local advertisements are specific to a subset of interactive television program guide users;

using the interactive television program guide to process the data stream to extract the local advertisements;

using the interactive television program guide to display the local advertisements; and providing a user with an opportunity to use the interactive television program guide to select the local advertisements.

96. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises transmitting the local advertisements from a television distribution facility to the user television equipment.

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97. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises transmitting the local advertisements to a television distribution facility as part of a global data stream.

98. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises transmitting the local advertisements to a television distribution facility as part of a global data stream that comprises global advertisements.

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99. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting the local advertisements to a television distribution facility as part of a global data stream; and

transmitting the local advertisements from the television distribution facility to the user television equipment.

100. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting a global data stream to a television distribution facility;

inserting the local advertisements into the global data stream at the television distribution facility; and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

101. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

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transmitting a global data stream comprising global advertisements to a television distribution facility;

inserting the local advertisements into the global data stream at the television distribution facility; and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

102. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distributes the local advertisements further comprises:

transmitting a global data stream comprising global advertisements to a television distribution facility;

inserting the local advertisements into the global data stream at the television distribution facility by overwriting the global advertisements; and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

103. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

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transmitting a global data stream comprising bandwidth reserved for local advertisements to a television distribution facility;

inserting the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility; and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

104. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting a global data stream comprising slots reserved for local advertisements to a television distribution facility;

inserting the local advertisements into the global data stream in the reserved slots at the television distribution facility; and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

105. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting a global data stream comprising global advertisements and having bandwidth reserved for local advertisements to a television distribution facility;

inserting the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility; and

transmitting the local advertisements and the global advertisements from the television distribution facility to the user television equipment as part of the global data stream.

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106. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting a global data stream comprising global advertisements to a television distribution facility;

transmitting the global data stream from the television distribution facility to the user television equipment; and

transmitting the local advertisements from the television distribution facility to the user television equipment as a separate data stream from the global data stream.

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contd*

107. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting global advertisements to a television distribution facility;

providing local advertisements at the television distribution facility; and

transmitting the global advertisements and the local advertisements from the television distribution facility to the user television equipment.

108. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting global advertisements and program guide information to a television distribution facility;

providing local advertisements at the television distribution facility; and

transmitting the program guide information, the global advertisements, and the local advertisements from the television distribution facility to the user television equipment.

109. (New) The machine readable medium defined in claims 95, wherein program guide data and global

advertisements are stored at a main facility, and wherein the machine-readable instructions that comprises:

transmitting the program guide data and global advertisements from the main facility to a television distribution facility;

providing local advertisements at the television distribution facility; and

transmitting the program guide data, the global advertisements, and the local advertisements from the television distribution facility to the user television equipment.

110. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that use the interactive television program guide to display the local advertisements further comprises:

displaying a global advertisement that may be selected by a user with the interactive television program guide; and

displaying a corresponding local advertisement with content related to the content of the global advertisement whenever the user selects the global advertisement.

111. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that use

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the interactive television program guide to display the local advertisements further comprises:

displaying a global advertisement that may be selected by a user with the interactive television program guide; and

displaying a corresponding full-screen local advertisement whenever the user selects the global advertisement.

112. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that use the interactive television program guide to display the local advertisements further comprises:

displaying global advertisements with the interactive television program guide; and

cycling the display of the global advertisements and the local advertisements.

113. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that use the interactive television program guide to display the local advertisements further comprises:

displaying global banner advertisements with the interactive television program guide; and

cycling the display of the global banner advertisements and the local advertisements.

114. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions further comprising displaying global advertisements with the interactive television program guide.

115. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions further comprising displaying a program listings region with the interactive television program guide.

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116. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions further comprising:

displaying global advertisements with the interactive television program guide; and

displaying a program listings region with the interactive television program guide.

117. (New) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting global advertisements and program guide information to a television distribution facility;

providing local advertisements at the television distribution facility;

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transmitting the program guide information, the global advertisements, and the local advertisements from the television distribution facility to the user television equipment;

displaying the global advertisements with the interactive television program guide; and

displaying a program listings region comprising the program guide information with the interactive television program guide.

118. (New) A system in which advertisements are displayed on user television equipment, the system comprising:

a television distribution facility that distributes the advertisements to the user television equipment, wherein the advertisements include associated content tags that define the content of the advertisements;

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an interactive television program guide that is implemented on the user television equipment, wherein the interactive television program guide processes the content tags, and displays only some of the advertisements on the user television equipment based on the processed content tags.

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contd

119. (New) The system defined in claim 118,
wherein the interactive television program guide displays
only those advertisements with desired content tags.

120. (New) The system defined in claim 118,
wherein the television distribution facility selects
blocking criteria that are used to determine which of the
advertisements are displayed.

121. (New) The system defined in claim 118,
wherein the interactive television program guide prevents
the display of advertisements with undesired content tags.

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122. (New) The system defined in claim 118,
wherein the interactive television program guide displays
information in place of those advertisements that are not
displayed based on their content.

123. (New) The system defined in claim 118,
wherein the interactive television program guide displays a
back-up advertisement in place of those advertisements that
are not displayed based on their content.

124. (New) A machine readable medium encoded with
machine-readable instructions for use in a system in which
advertisements are distributed advertisements to user

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contd*

television equipment on which an interactive television program guide is implemented, the machine-readable instructions comprising:

distributing the advertisements to the user television equipment, wherein the advertisements include associated content tags that define the content of the advertisements;

using the interactive television program guide to process the content tags; and

using the interactive television program guide to display only some of the advertisements on the user television equipment based on the processed content tags.

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125. (New) The machine readable medium defined in claim 124, wherein the machine-readable instructions further comprising displaying only those advertisements with desired content tags.

126. (New) The machine readable medium defined in claim 124, wherein the machine-readable instructions further comprising selecting blocking criteria that are used to determine which of the advertisements are displayed.

127. (New) The machine readable medium defined in claim 124, wherein the machine-readable instructions further comprising distributing advertisements with content tags.

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128. (New) The machine readable medium defined in claim 125, wherein the machine-readable instructions further comprising blocking advertisements with undesired content tags.

129. (New) The machine readable medium defined in claim 125, wherein the machine-readable instructions further comprising displaying information in place of those advertisements that are not displayed based on their content.

130. (New) The machine readable medium defined in claim 125, wherein the machine-readable instructions further comprising displaying a back-up advertisement in place of those advertisements that are not displayed based on their content.

131. (New) A system in which advertisements are displayed on user television equipment, the system comprising:

a main facility for distributing advertisements to a television distribution facility, wherein the television distribution facility time-shifts at least some of the advertisements;

an interactive television program guide that is implemented on the user television equipment, wherein the

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interactive television distribution facility displays the time-shifted advertisements, and wherein the interactive television program guide provides interactive services to a user such that the user can select the time-shifted advertisements.

132. (New) A machine readable medium encoded with machine-readable instructions for use in a system in which a television distribution facility is used to distribute advertisements to user television equipment on which an interactive television program ^Bguide is implemented, the machine-readable instructions comprising:

distributing the advertisements to the television distribution facility;

time-shifting at least some of the advertisements with the television distribution facility; and

using the interactive television program guide to display the time-shifted advertisements; and

using the interactive television program guide to provide interactive services to a user, wherein the interactive television program guide allows the user to select the time-shifted advertisements.